



## Virginia Green Event Profile:



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# Sustainability Week

## Blacksburg, Virginia

October 11-17, 2009

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*Virginia Green* is the Commonwealth of Virginia's campaign to promote environmentally-friendly practices in all aspects of Virginia's tourism industry. *Virginia Green Events* have been thoughtfully planned and designed to minimize the event's impacts on the environment. This event has met the established "core activities" for *Green Events* and has committed to communicate its activities to its participants. Below is a list of this event's "green" activities that participants can expect.

### Sustainability Week

"Every year, the Town of Blacksburg, Virginia Tech and Sustainable Blacksburg in a partnership organize Sustainability Week, to raise awareness about sustainable living and environmental issues. The week consists of community and campus fairs, workshops, guest speakers, showcases, and more!"

**Green Statement:** "We wish to practice what we preach in spreading environmental awareness as well as showing how you can implement these actions in all aspects of life, including putting on events. Our green practices include purchasing locally produced food for volunteer/vendor refreshments area and raffle environmentally conscious household items and gifts (raffle entered by answering a question on sustainability)."

### CORE ACTIVITIES for Green Events

☑ This symbol indicates a required activity for Virginia Green Events. Participants self-certify that these activities are in place and they provide additional specifics on other activities.

- ☑ **Recycling.** Events must provide recycling for its participants. Recycling should be highly visible and made available to the public with clear signage. The organizers of this event pledge that they provide recycling for:
  - Glass bottles, aluminum cans, plastic bottles, paper, cardboard, composting of food & other compostable items
- ☑ **Minimization of disposable food service products.** Events are required to minimize the use of disposable food service products and maximize the use of food service products that are recyclable or compostable. When disposable food service items are used, events are encouraged to use products that are made from bio-based or renewable resources, and to provide for the collection / recycling/ composting of food service items disposed of at the event. The organizers of this event pledge that:
  - Use compostable food service items and direct this material to available composting operations in your area
- ☑ **Printed Materials.** Recycled-content, soy-based inks, and 2-sided copies -- and quantities should be minimized whenever possible! The organizers of this event pledge that they:
  - Use electronic registration, correspondence and forms
- ☑ **Waste Reduction.** Event planners should make a general commitment to reduce the amount of waste generated by their event. The organizers of this event pledge that they:
  - Chose a location/venue that shares a similar commitment to reducing its environmental impacts and include green specifics in contracting

### *Food service*

- Donate excess food from events
- Provide condiments, cream and sugar, etc. in bulk
- Use water pitchers to minimize the use of single-use bottles
- Avoid box lunches and serve trays/platters of food instead

### *Logistics*

- Encourage the use of mass-transit and/or carpooling to the event
- Provide for recycling of boxes and other set-up wastes
- Purchase from vendors and service providers with a commitment to the environment

☒ **Green Signage.** Event planners must commit to tell their participants about how green the event is. Event signage should include the Virginia Green logo and list all “green activities” practiced in the planning and operation of the event. The organizers of this event pledge that they:

- Have a link on our website to the Virginia Green Events webpage
- Have a green event section on our event’s webpage highlighting all of our green activities
- Have signs at the event registration which list all of our green activities



For more information on Sustainability Week, see [www.sustainableblacksburg.org](http://www.sustainableblacksburg.org) or contact Jackie Pontious at [jackie@sustainableblacksburg.org](mailto:jackie@sustainableblacksburg.org) or 571-217-0249.

For more information on **Virginia Green** program, see [www.deq.virginia.gov/p2/viriniagreen](http://www.deq.virginia.gov/p2/viriniagreen). Click on “Events” for a more of green events.



**Virginia Green** is a partnership supported by the Virginia Department of Environmental Quality, the Virginia Hospitality & Tourism Association, and the Virginia Tourism Corporation.

